ASSIGNMENT #03

POV/HMWs/Solutions/Experience Prototypes

Check-in point: Monday, April 24th, in-class
Due: Wednesday, April 26th in-class

Overview

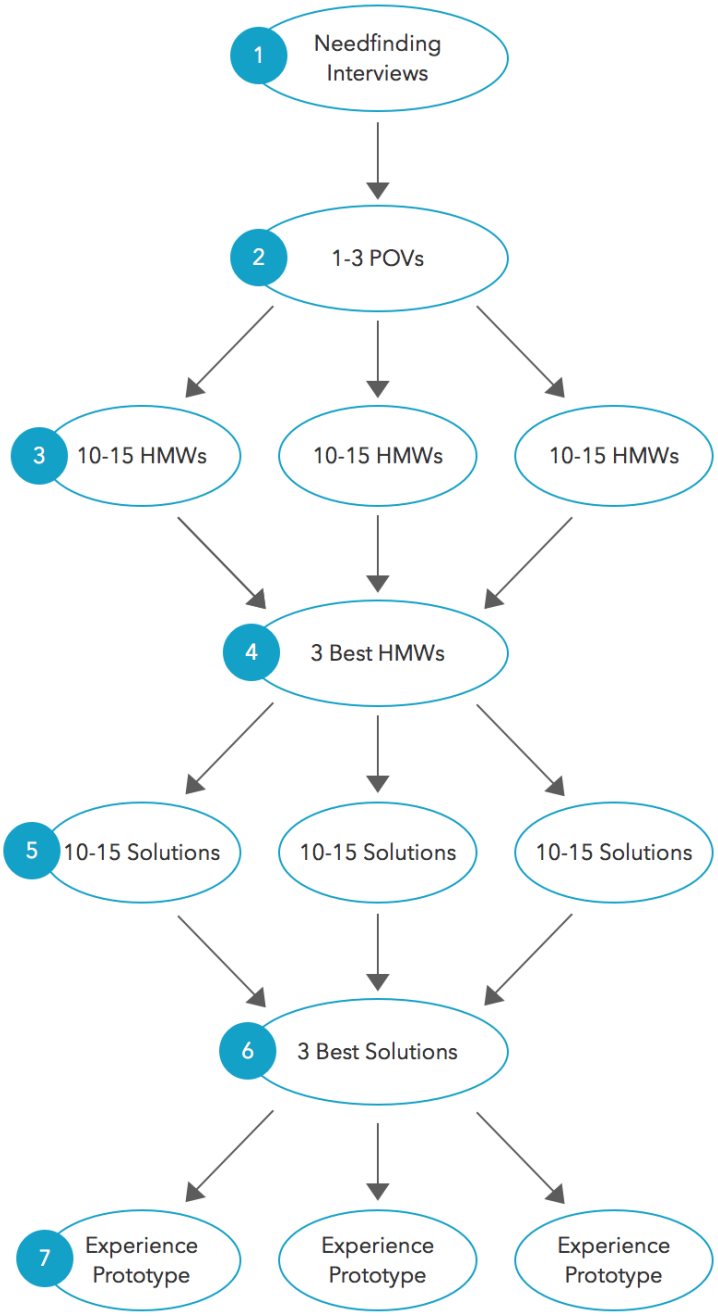
In this assignment, you will revisit the findings from your needfinding and formulate points of view (POVs) for your potential users. From there, you will craft several "How Might We" (HMW) statements to frame the problem area and intended design goal. Based on the best HMW statements that frame the problem space, you will brainstorm several solutions. Using the best of these solutions, you will create and test **three** "experience prototypes" to further your needfinding and develop a better idea as to where to focus your project.

Requirements

1. **POV Development**: Refer back to the Point of View (POVs) drafted in class this week and refine. Select **3 POVs** that you find most compelling (refer to the diagram on the next page).
    a. ("We met.. We were surprised that… It would be game changing if…")
2. **HMW Generation**: Generate **10-15** "How Might We" (HMW) statements for each of your POVs. You can refer to this **d.school guide** on how to generate powerful HMW statements.
3. **3 Best HMW Groups**: Group the pool of all your HMWs generated in step 2 into related categories. You should aim for **3 best groups** of related HMWs. Often it helps to have a primary HMW and some sub-HMWs to help with your grouping.
4. **Brainstorm Solutions**: Brainstorm with post-its/Miro on how to solve your HMW questions. Start with one group and use the questions to seed your brainstorm as idea generation slows down. Remember from class - put up as many ideas as

possible. *There are no bad ideas at this stage.* Try to think of at least **10-15 solutions per group of HMWs**.

5. **Best Solutions**: Select the **top 3 solutions overall** – diversity of ideas is best at this stage.
6. **Experience Prototyping**: Chances are, your solutions make certain assumptions about your users/solution that you may not have accounted for – it could be in human behavior, trust, or interest. As a result, you will need to test the assumptions you've made that would potentially make a given solution effective. You're looking for a reaction – strong or otherwise – to your assumption. Note the experience prototype is still a part of the needfinding process – it's testing your assumptions and the need with this *very early* stage conceptual prototype. Create an experiment for each of your three solutions using the experiment planning worksheet.
    a. Define what you want to learn by **building 3 experience prototypes**, each should test **ONE** assumption for each of your top 3 solutions.
    b. Remember to **define the artifacts, the roles (for actors and the user), and the scene/environment.** Define a script of what will happen.
    c. Normally you would construct this prototype out of paper. **You should not be creating any kind of digital interface mockup at this stage.** This is not a working prototype, nor does it need to represent a complete solution (see the d.school's prototype to test method card). Given the remote situation, you can use digital artifacts to test assumptions.
    d. **Experience Prototype Testing**: Test each prototype with at least one target user (**3 people total**). Practice on yourselves a few times first. During the test, one group member should observe and take notes, while the other group members may need to play multiple roles, depending on the prototype test you've created.



Deliverables

Due on Monday, April 24th (in-class), your 3 **experiment worksheets** **and the experience prototypes for 3 solutions**.

Due by Wednesday, April 26th (in-class), an **8-minute *individual* presentation**. Every member of your team must present at least once this quarter, and will be graded on the visuals + delivery of your slides. As usual, create a subfolder in your team's Google Drive folder for this assignment, and add all relevant materials.

Presentation Guidelines

Please **limit presentation time to 8 minutes**. You'll have an additional time afterwards for questions and feedback with the class. Present your prototypes and findings with the following structure suggestion:

1. Introduction (1 slide)
    a. List and introduce your team members
    b. What is your problem domain
2. Three POV(s) (3 slides)
    a. ("We met.. We were surprised that… It would be game changing if…")
3. Present the three top HMW statements with the POVs they stem from (3 slides)
4. Three Experience Prototypes: (3 slides)
    a. Short description of the prototype, who you tested it on, and how it was tested (with **pictures** for both)
    b. Results: 1-2 bullets on each experience prototype: Things that worked, things that didn't work, surprises, and new learnings
    c. Validity: Was the assumption valid? Why or Why Not? Any new assumptions that emerged?

The slide count is a rough guideline; feel free to use more slides (pictures!) if it helps you to better convey your findings. If there's anything else you want to share with the teaching team about your learnings, include it in the Appendix of your slides.

Presentation Grading Criteria

The presentation grading will be broken into two components: the individual grade of the presenter based on the presentation slides and delivery and a group grade for the

inclusion of appropriate content. The grades for each of these components are explained in more detail below (graded on a check / check-minus / check-plus basis).

Group Grade

___ Description of revised POVs, HMWs, and brainstorming of selected solutions (25 pts)
___ Description of testing (detailed data, methods, appropriateness of participants) (25 pts)
___ Description of experience prototypes (diversity, innovativeness, appropriateness) (25 pts)
___ Description of the insights from the testing
(25 pts)

Presentation Grade

___ Use well-designed slides. Ensure that the presentation shows appropriate preparation, and that visual aids are aesthetic, effective, prepared, and properly employed. Make sure that people at the back of the room can read your slides (25 pts)
___ Cover the required scope within the 8 minute time period. Practice and time your presentation in advance as we will cut you off if you go over. (25 pts)
___ Ensure the presenter(s) make(s) eye contact (25 pts)
___ Ensure the presenter(s) project(s) their voice well (25 pts)